

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Smart Media Group LLC (VA)
Attention: Accounts Payable
814 King St
Ste 400
Alexandria, VA 22314

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
928950-1	08/19/12	August 2012	07/30/12 - 08/19/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
McCrorry/R/Governor	MCCRORY/G/R	813819

Flight Dates	Order #	Alt Order #
08/13/12 - 08/19/12	928950	07887448

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/16/12	M-F WXII 12 News @ No 12-1pm		MTWT---	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWT--- 4 \$250.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	08/13/12	12:57 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12104TH	\$250.00 NM
3	WXII	Tu	08/14/12	12:27 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12104TH	\$250.00 NM
4	WXII	W	08/15/12	12:57 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12118T	\$250.00 NM
2	WXII	Th	08/16/12	12:12 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12118T	\$250.00 NM
2	08/14/12	08/17/12	M-F WXII 12 News @ 6 a 6-7am		-TWTF--	:30	4	\$625.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 4 \$625.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	08/14/12	6:22 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12104TH	\$625.00 NM
4	WXII	W	08/15/12	6:11 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12118T	\$625.00 NM
3	WXII	Th	08/16/12	6:53 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12118T	\$625.00 NM
2	WXII	F	08/17/12	6:57 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12118T	\$625.00 NM
3	08/18/12	08/18/12	WXII 12 News	5:30-6am	-----S-	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S- 1 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	08/18/12	5:42 AM	WXII 12 News	5:30-6am	:30	PM12118T	\$100.00 NM
4	08/18/12	08/18/12	WXII 12 Sa/Su News at 6-8am		-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S- 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	08/18/12	7:11 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	PM12118T	\$300.00 NM
5	08/18/12	08/18/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S- 1 \$600.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	08/18/12	8:49 AM	NBC Saturday Today	8-10am	:30	PM12118T	\$600.00 NM

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928950-1	08/19/12	August 2012	07/30/12 - 08/19/12
Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	813819	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/19/12	08/19/12	WXII 12 Sa/Su News at 6-8am		-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/19/12 6:27 AM WXII 12 Sa/Su News at 6am 6-8am :30 PM12118T \$300.00 NM									
7	08/19/12	08/19/12	NBC Sunday Today	8-9am	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/19/12 8:29 AM NBC Sunday Today 8-9am :30 PM12118T \$600.00 NM									
8	08/13/12	08/16/12	M-F WXII 12 News @ 5 p5-6pm		MTWT---	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWT--- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 08/13/12 5:12 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12104TH \$600.00 NM 1 WXII Tu 08/14/12 5:26 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12104TH \$600.00 NM 4 WXII W 08/15/12 5:13 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12118T \$600.00 NM 3 WXII Th 08/16/12 5:41 PM M-F WXII 12 News @ 5 pm 5-6pm :30 PM12118T \$600.00 NM									
9	08/14/12	08/17/12	M-F WXII 12 News @ 6 p6-630pm		-TWTF--	:30	4	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 4 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 08/14/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12104TH \$1,000.00 NM 3 WXII W 08/15/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12118T \$1,000.00 NM 1 WXII Th 08/16/12 6:20 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12118T \$1,000.00 NM 4 WXII F 08/17/12 6:11 PM M-F WXII 12 News @ 6 pm 6-630pm :30 PM12118T \$1,000.00 NM									
10	08/18/12	08/18/12	Sa WXII 12 News @ 6 pm6-630pm;		-----S-	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 08/18/12 6:21 PM Sa WXII 12 News @ 6 pm 6-630pm; :30 PM12118T \$400.00 NM									
11	08/13/12	08/15/12	NBC Tonight Show	1135pm-1237am	MTW----	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTW---- 3 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/13/12 11:45 PM NBC Tonight Show 1135pm-1237am :30 PM12104TH \$300.00 NM 2 WXII Tu 08/14/12 12:30 AM NBC Tonight Show 1135pm-1237am :30 PM12104TH \$300.00 NM 3 WXII W 08/15/12 12:09 AM NBC Tonight Show 1135pm-1237am :30 PM12118T \$300.00 NM									
12	08/13/12	08/19/12	M-Su WXII 12 News @ 11-1135pm		MTWTF-S	:30	6	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWTF-S 6 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/13/12 11:19 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12104TH \$800.00 NM 3 WXII Tu 08/14/12 11:30 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12104TH \$800.00 NM 4 WXII W 08/15/12 11:27 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12118T \$800.00 NM 6 WXII Th 08/16/12 11:28 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12118T \$800.00 NM 5 WXII F 08/17/12 11:13 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 PM12118T \$800.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser

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928950-1	08/19/12	August 2012	07/30/12 - 08/19/12
Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	813819	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																							
12	08/13/12	08/19/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	MTWTF-S	:30	6	\$800.00	NM																																																							
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>WXII</td><td>Su</td><td>08/19/12</td><td>11:47 PM</td><td>M-Su WXII 12 News @ 11 pm</td><td>11-1135pm</td><td>:30</td><td>PM12118T</td><td>\$800.00</td><td>NM</td></tr><tr><td colspan="11">LR - Football</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WXII	Su	08/19/12	11:47 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12118T	\$800.00	NM	LR - Football																																
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<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/13/12</td><td>08/19/12</td><td>M-WTF--</td><td>4</td><td>\$1,300.00</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/13/12	08/19/12	M-WTF--	4	\$1,300.00																																											
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4	WXII	F	08/17/12	7:00 PM	M-Sun Nightly News	630p-7p	:30	PM12118T	\$1,300.00	NM																																																						
Total Spots							35																																																									

Payment Terms 30 Days

<u>Gross Total</u>	\$23,100.00
<u>Agency Commission</u>	\$3,465.00
<u>Net Amount Due</u>	\$19,635.00